

MAY 09 2008

# FACSIMILE COVER SHEET

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To: **U.S. Patent and Trademark Office**

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From: **John C. Pokotylo, Esq.**

Date: **May 8, 2008**

Number of Pages Including Cover: **14**

MESSAGE: **FORMAL SUBMISSION OF:**

- 1) Transmittal (1 pg.);**
- 2) Fee transmittal (1 pg.)**  
**(in duplicate); and**
- 3) Election with Amendment (10 pgs.).**

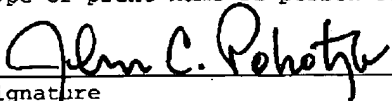
Attorney Docket No.: **Google-48 (GP-083-00-US)**  
Appl. No.: **10/721,010**  
Applicants: **Ross KONINGSTEIN, et al.**  
Filed: **November 24, 2003**  
Title: **USING CONCEPTS FOR AD TARGETING**  
TC/A.U.: **4115**  
Examiner: **William A. Brandenburg**

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
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Modified PTO/SB/21 (08-00)

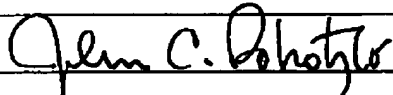
Approved for use through 10/31/2002. OMB 0851-0031

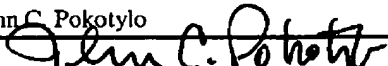
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<b>TRANSMITTAL FORM</b>  <i>(to be used for all correspondence after initial filing)</i>	<b>Application Number</b>	10/721,010
	<b>Filing Date</b>	November 24, 2003
	<b>First Named Inventor</b>	Ross KONINGSTEIN
	<b>Group Art Unit</b>	4115
	<b>Examiner Name</b>	William A. Brandenburg
<b>Total Number of Pages in This Submission</b>		<b>Attorney Docket Number</b> Google-48 (GP-083-00-US)

ENCLOSURES <i>(check all that apply)</i>		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers <i>(for an Application)</i> <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group <i>(Appeal Notice, Brief, Reply Brief)</i> <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i>
Remarks <span style="border: 1px solid black; display: inline-block; width: 150px; height: 20px; vertical-align: middle;"></span>		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	May 8, 2008

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Modified PTO/SB/17 (01-03)

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**FEE TRANSMITTAL  
for FY 2007**

Effective 09/30/2007. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27TOTAL AMOUNT OF PAYMENT (\$)  
0.00

## Complete If Known

Application Number	10/721,010
Filing Date	November 24, 2003
First Named Inventor	Ross KONINGSTEIN
Examiner Name	William A. Brandenburg
Art Unit	4115
Attorney Docket No.	Google-48 (GP-083-00-US)

## METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None☒ Deposit Account:Deposit  
Account  
Number  
Deposit  
Account  
Name

50-1049

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## FEE CALCULATION

## 1. BASIC FILING, SEARCH &amp; EXAMINATION FEES

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1030	515	Utility fee	
440	220	Design fee	
680	340	Plant fee	
1440	720	Reissue fee	
210	105	Provisional fee	
SUBTOTAL (1)			(\$) 0.00

## 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims		Extra Claims		Fee from below		Fee Paid	
Independent Claims		-20** =		X			
Multiple Dependent		-3** =		X			

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1202	25	Claims in excess of 20	
1201	105	Independent claims in excess of 3	
1203	185	Multiple dependent claim, if not paid	
1204	105	**Reissue independent claims over original patent	
1205	25	**Reissue claims in excess of 20 and over original patent	
SUBTOTAL (2)			(\$) 0.00

\*\*or number previously paid, if greater, For Reissues, see above

## FEE CALCULATION (continued)

## 3. ADDITIONAL FEES

Large Entity Small Entity

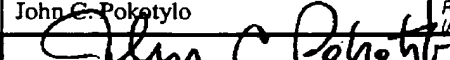
Fee Code (\$)	Fee Code (\$)	Fee Description	Fee Paid
1051 130	2051 65	Surcharge - late filing fee or oath	
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet	
1053 130	1053 130	Non-English specification	
1812 2,520	1812 2,520	For filing a request for ex parte reexamination	
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action	
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action	
1251 120	2251 60	Extension for reply within first month	
1252 480	2252 230	Extension for reply within second month	
1253 1,050	2253 525	Extension for reply within third month	
1254 1,640	2254 820	Extension for reply within fourth month	
1255 2,230	2255 1,115	Extension for reply within fifth month	
1401 510	2401 255	Notice of Appeal	
1402 510	2402 255	Filing a brief in support of an appeal	
1403 1,030	2403 515	Request for oral hearing	
1451 1,510	1451 1,510	Petition to institute a public use proceeding	
1452 510	2452 255	Petition to revive - unavoidable	
1453 1,540	2453 770	Petition to revive - unintentional	
1501 1,440	2501 720	Utility issue fee (or reissue)	
1502 820	2502 410	Design issue fee	
1503 1,130	2503 565	Plant issue fee	
Petitions to the Commissioner - check fee sheet			
1807 50	1807 50	Processing fee under 37 CFR 1.17(c)	
1806 180	1806 180	Submission of Information Disclosure Stmt	
8021 40	8021 40	Recording each patent assignment per property (times number of properties)	
1809 810	2809 405	Filing a submission after final rejection (37 CFR 1.129(a))	
1810 810	2810 405	For each additional invention to be examined (37 CFR 1.129(b))	
1801 810	2801 405	Request for Continued Examination (RCE)	
1802 900	1802 900	Request for expedited examination of a design application	

Other fee (specify)

\* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$)  
0.00

## SUBMITTED BY

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 936-1400
Signature		Date	May 8, 2008		

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MAY 09 2008

Modified PTO/SB/17 (01-03)

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Examiner Name	William A. Brandenburg
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Extra Claims Fee from below Fee Paid  
 Total Claims  -20\*\* =  X  =   
 Independent Claims  -3\*\* =  X  =   
 Multiple Dependent  =

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1203 370	2203 185	Multiple dependent claim, if not paid	
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\*\*or number previously paid, if greater, For Reissues, see above

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1802 900	1802 900	Request for expedited examination of a design application	

Other fee (specify)

\* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$)  
0.00

## SUBMITTED BY

(Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 936-1400
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**IN THE UNITED STATES**  
**PATENT AND TRADEMARK OFFICE**

Attorney Docket No.: **Google-48 (GP-083-00-US)**

Applicants: **Ross KONINGSTEIN, et al.**

Serial No.: **10/721,010**

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Title: **USING CONCEPTS FOR AD TARGETING**

Examiner: **William A. Brandenburg**

Group Art Unit: **4115**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**ELECTION WITH AMENDMENT**

In response to the Election/Restrictions mailed on April 8, 2008, (Paper No. 20080402), which set a period for response to expire on May 8, 2008, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 10 of this paper.